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More advertisers call: Come in-house

Moves cut agency media billings

By WILLIAM F. GLOEDE and SCOTT HUME

Media billings and the 15% agency commission—the biggest contributors to ad agency revenues—are facing serious challenges from some of the country's biggest advertisers.

With increasing frequency, major advertisers are taking upon themselves the struggle against rising costs and declining audiences in all media. This movement has heightened anxiety among agencies as they assess the following developments:

• Anheuser-Busch, St. Louis, is moving its media buying out of D'Arcy Masius Benton & Bowles, hiring away from DMB&B the people who had worked on its media account and setting up its own media operation in New York.

• R.J. Reynolds Industries, Winston-Salem, N.C., is considering merging Nabisco Brands' Ohlmeyer Communications, New York, into its existing in-house print and outdoor media operation, though no final decision is expected before the end of the year.

• Carl Icahn's New York-based Trans World Airlines threatened to yank its account from Ogilvy & Mather unless that agency agreed to work on an even-lower fee basis than it had before. O&M kept the account, but is said to be working for a below-10% fee.

• Jos. E. Seagram & Sons, New York, is pulling about $55 million in billings from agency control as it sets up House of Seagram Media, an in-house media planning and buying operation handling all media except broadcast (AA, Nov. 11).

• Miami-based Burger King Corp.'s agency, J. Walter Thompson USA, New York, is trying to place $70 million in spot tv spending on an upfront basis, an extremely unusual tactic. The goal is to bring in the same spot tv media weight as last year, but for 20% less cost.

• General Motors Corp., Detroit, this year reassigned media buying by daypart in tv and by category in magazines, among other media, in order to get greater efficiencies for its five-division ad spending of about $1 billion. There are also reports that GM, too, is looking to renegotiate its agency commission rates—downward—and has hired former Benton & Bowles exec vp Phil Guarascio to oversee and execute the move toward greater efficiencies and savings.

• AT&T, New York, also reassigned its broadcast buying thi year along daypart lines, saying was matching what most othe major advertisers already do but

(Continued on Page 54)

Where A-B's going, it may not be Bates

By STEWART ALTER and SCOTT HUME

Smelling blood, several agencies recently have approached Anheuser-Busch about the $35 million-to-$40 million Michelob account handled by Ted Bates Advertising/New York.

Agencies not on A-B's roster said by sources to be trying for a shot at the account include Saatchi & Saatchi Compton, Ogilvy & Mather and Young & Rubicam. According to one source, Y&R last week managed to get in the brewer's door to make a speculative presentation on the brand.

An A-B spokesman declined comment on the report.

None of this means that Bates is destined to lose the Michelob/Mich-

(Continued on Page 52)

M-E adds Nestle work, gives Sennott wider role

By STEWART ALTER

NEW YORK—Having received an additional $30 million to $35 million in overseas business from Nestle S.A., McCann-Erickson Worldwide has tapped Michael Sennott as its new exec vp-director of worldwide accounts.

Nestle, however, will be but one of the accounts Mr. Sennott will oversee on a worldwide basis.

With that promotion, Mr. Sennott, 44, becomes one of the key members of the agency's management group. He had shared responsibilities as managing director of the $400 million New York office with John Dooner Jr., 37, who has been promoted to general manager.

Although the Nestle appointments are all made on a local basis, the assignments from that company in effect make McCann the worldwide agency on Nescafe, Quik chocolates and the Maggi brands of culinary products, which include soups.

McCann has picked up the Nestle assignment in Austria, England, Spain, Switzerland, Kenya, Puerto Rico, Brazil, Chile, Dominican Republic, Mexico, Venezuela, Australia, Hong Kong, Singapore, Thailand and the Philippines. Those all had been handled by individual agencies on a country-by-country basis.

Mr. Sennott, who also becomes a

(Continued on Page 54)

Last Minute News

AC&R bottles up Kobrand account

NEW YORK—Kobrand Corp. has awarded its $8 million account—including Beefeater gin, new Beefeater gin & tonic bottled cocktail and Burrough's English vodka—to AC&R Advertising after a review (AA, Aug 15, *et seq.*). The other finalists were Scali, McCabe, Sloves and Waring and LaRosa. Jordan, Case, Taylor & McGrath, which had handled the account for seven years, declined an offer to keep Burrough's.

IOC, Coca-Cola run out new sponsorship deal

NEW YORK—The International Olympic Committee and Coca-Cola Co., Atlanta, are expected to announce a plan under which companies that are "official sponsors" of the 1988 Olympics in Calgary and Seoul will pay only one fee to the IOC for the right to advertise their official sponsor status worldwide. This fee is over and above the fee paid to be an official sponsor. In the past, sponsors had to pay a fee to the Olympic committee in each country where they advertised their official sponsor status. Not all committees have agreed to the new plan, however.

Shearson offers new alternatives for agency

NEW YORK—Shearson Lehman Brothers, in reviewing its $20 million account at McCann-Erickson (AA, Nov. 21), has added for consideration the options of assigning just the media buying elsewhere or restructuring account management for its business at McCann. Shearson continues, as previously reported, to look at other Interpublic agencies as alternatives, too. "We will definitely be making a change, but we hope to stay within Interpublic," says Catherine Stewart, senior vp-director consumer mar-

(Continued on Page 8)

MLB thumbs Gillette

All-Star fan balloting thrown out

By ROBERT RAISSMAN

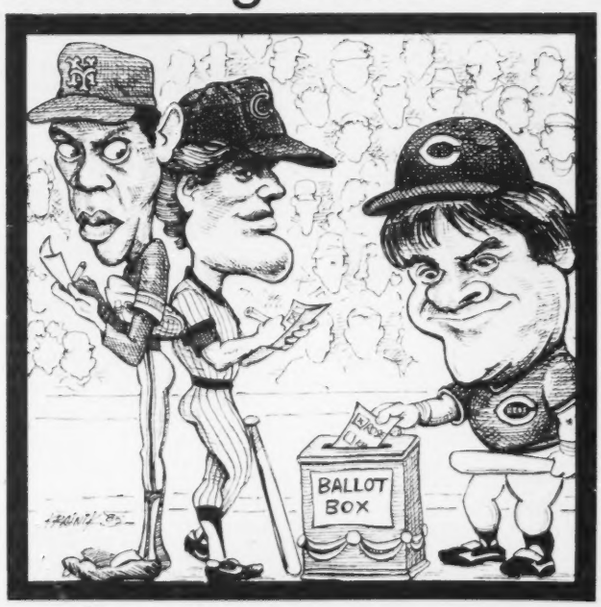
Major League Baseball played more marketing hardball this month, ending Gillette Co.'s 16-year sponsorship of fan balloting for its All-Star Game.

It's nearly certain the selection of next summer's all-star teams will be taken away from the fans for the first time since 1969 and turned over either to players or sportswriters.

Last month, MLB stole the thunder of *Sport*, presenting its own Chevrolet-sponsored Most Valuable Player award after the World Series for the first time—something *Sport* had done for 30 years. The magazine went ahead and presented its own award anyway, sponsored by Ford Motor Co. (AA, Nov. 4).

Baseball executives told Boston-based Gillette they no longer want to continue the nationally sponsored all-star balloting that Gillette has funded. The breakup followed what sources said was a poker game of

(Continued on Page 50)



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HIGHLIGHTS

Media—battle of the budget 1
Media billings and the 15% agency commission—the biggest contributors to ad agency revenues—are facing serious challenges from some of the country's biggest advertisers. With increasing frequency, major advertisers are taking upon themselves the struggle against rising costs and declining audiences in all media.

Vultures circle Michelob account 1
Smelling blood, several agencies have approached Anheuser-Busch about the $35 million Michelob account handled by Ted Bates/Advertising, New York.

Shops, marketers differ on '86 3
Marketers may be planning smaller advertising budget increases for 1986 than their agencies are banking on. The differing ad spending forecasts appear in a new report from Oppenheimer & Co., the New York brokerage.

IBM tunes up pc pitch 3
IBM Corp.'s effort to force computer retailers to buy up huge inventories of slow-moving machines has flopped, and Big Blue is shifting its pre-Christmas sales pitch directly to consumers. IBM has launched a sweepstakes promotion for its PC AT personal computer, offering consumers $154,000 worth of free hardware, software and peripherals.

Time execs are a'changin' 4
Time Inc.'s major restructuring of its magazine group involves 18 top executives, but no surprises should emerge when the dust settles. The reorganization, unveiled last week, had been rumored here for the past month.

Deck the halls, quickly 6
Uncertain about the direction of retail sales for Christmas, some retailers and marketers have hauled out the holly a bit sooner than usual this year. But stalwarts stick to the belief that 80% of holiday purchases will occur between Thanksgiving and Christmas.

Smokeless signals visible 10
Legislation that would force health warnings into ads for smokeless-tobacco products won the unanimous backing of a key committee in the Senate last week. Tobacco marketing executives now must ask, if Congress takes action against ads for chewing tobacco, snuff and other smokeless products, can the $700 million industry live with graphic health warnings in tv and radio ads?

POPAI gets wired 12
Walking through the exhibit area of Marketplace '85, the Point-of-Purchase Advertising Institute's trade show, one trend becomes instantly clear: Electronics is the cardboard of the '80s.

FNN's everybody's business 32
Ever since it became profitable in January, Financial News Network—the self-described "business channel"—has been booking more and more nonfinancial advertisers. A key factor in FNN's "skyrocketing" sales is aiming its programing at a broader target audience than in the past. *In Videotech.*

Print ads honored 46
The newspaper industry honored the creative efforts of 14 ad agencies at a reception Nov. 21 by awarding them Athenas, or Award to Honor Excellent Newspaper Advertising.

NEW PRODUCTS

Self-care interest high 43
Interest in self-care has spurred new-product development in health & beauty aids while demand for convenience has created opportunities for companies in another nonfood area—household products.

INTERNATIONAL

Univision new Latin ad buy 30
Multinational marketers soon may be able to advertise in most of Latin America on a regular basis in one media buy through Univision Inc., a new company set up by Mexican tv giant Televisa. The company is offering program packages to Latin American affiliates in exchange for rights to advertising time.

Kiwi fruit—dull brown and fuzzy 30
Kiwi fruit, although to some it looks as impressive "as an old tennis ball," nevertheless represents one of the great marketing success stories of the past decade. This year the New Zealand Kiwifruit Authority expects to earn more than $112.6 million in overseas sales.

Japanese women's Dentsu Eye 31
A subsidiary of Dentsu, Japan's largest ad agency, is staffed entirely by women who create advertising for women's products. In the U.S. such an agency would not be exceptional, but in Japan it is.

OTHER NEWS

Without admitting guilt, Del Monte Corp. has agreed to pay $100,000 to settle a Federal Trade Commission complaint that it failed to comply with federal mail-order regulations during its 1982 and '83 coupon promotion for Country Yumkin dolls. Page 4.

Not everything about the toy business is fun and games, as Botway/Libov Associates, New York, found when the Toys "R" Us chain switched spot tv buying to Bohbot & Cohn. Page 6.

Selling Areas-Marketing Inc. plans a new-product movement measurement service based on universal product code scanner data from food stores. Page 12.

Hewlett-Packard Co., which failed to gain the desired recognition and the sales in its first efforts to crack the personal-computer market, is trying again. This time around, it's using a new strategy and a new agency as its wedge. Page 42.

ComputerLand Corp.'s new agency, founded by the giant computer retailer's former senior vp-marketing, Roger Lewis, last week added a creative director and a new name to its corporate moniker. Page 42.

ConAgra's Armour Frozen Food Co. is testing a seven-item line of frozen breakfast meals in six markets. Page 44.

BMW of North America will meet Honda's Acura entry in the upscale import sports sedan market next year with more marketing spending but not more advertising. Page 53.

CAMPAIGNS BREAKING

California Cooler, Stockton, Cal., on Thanksgiving weekend breaks a new holiday-themed network tv commercial. The 30-second spot is a variation of the "One more reason to hate California" campaign, with the tag line "One more season to hate California." Chiat/Day, San Francisco, handles (AA, Nov. 7).

Axlon Inc., Sunnyvale, Cal., this week breaks a 21-market tv campaign for Petsters computerized stuffed animals. The 30-second spot will run in children's and adult programing. D'Arcy Masius Benton & Bowles, San Francisco, handles (AA, Oct. 28).

Cooper Vision, Menlo Park, Cal., breaks ads for its Revo sunglasses line with an eight-page color insert in December issues of specialty and general-interest publications. Della Femina, Travisano & Partners, Los Angeles, is the agency (AA, Nov. 4).

COMING THURSDAY

ADVERTISING AGE Thursday *will not be published Nov. 28, due to the Thanksgiving holiday.*

REGULAR FEATURES

ADBEAT 41
ADVERTISING MARKETPLACE 39
BRADY'S BUNCH 44
CON-SID-ERATIONS 16
CORRECTIONS & CLARIFICATIONS 6
DIRECT MARKETING 38
EDITORIAL 16
FOR THE RECORD 49
FORUM 18
LETTERS 20
NEW PRODUCTS 43
OBITUARIES 37
PERSONAL PRIVILEGE 24
PHOTO REVIEW 26
PRESSTIME 8
REGIONAL NEWS 34
VIDEOTECH UPDATE 32
WORLD NEWS ROUNDUP 3

FIGURES TO FILE

SURFACE CLEANER SEGMENTS OF HOUSEHOLD CLEANSERS CATEGORY .. 3

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Meredith picks up 'Journal,' 'Health'

By GARY LEVIN and STUART J. ELLIOTT

Meredith Corp. is expected to heat up the already intense competition in the women's service and health magazine fields with its planned acquisition of *Ladies' Home Journal* and Health for $96 million from Family Media, New York.

Bringing its vast resources to the two titles—including printing sites, a network of sales offices and the experience of its *Better Homes & Gardens*—Meredith may improve upon the performance of the privately held Family Media, which will become a substantially smaller operation with the sale.

Meredith will join Hearst Corp., New York—publisher of *Good Housekeeping* and *Redbook*—as

(Continued on Page 50)

NBC offer turns off Turner

By MAURINE CHRISTOPHER

While Ted Turner has indicated he may be able to eke out his $1.5 billion purchase of MGM-UA Entertainment Co. without selling part of Cable News Network, he still is hoping Time Inc., Gannett Co., Rupert Murdoch or someone else will agree to buy half of CNN for $300 million.

Yet no potential partner rushed in late last week to replace NBC as the most likely candidate to ease Mr. Turner's financial crunch.

Mr. Turner, chairman and principal owner of Turner Broadcasting System, Atlanta, wants a partner who will not try to push him out of the pic-

(Continued on Page 52)

West Coast news

Avocado campaign growing

The California Avocado Commission is boosting its ad budget by one-third to $4.1 million in 1986 with a new campaign built around a "Growing together" theme. The Irvine-based agricultural marketing board will use a new logo in the drive, the first work from D'Arcy Masius Benton & Bowles, Los Angeles, which succeeded Dailey & Associates, Los Angeles (AA, Sept. 30).

Former Wells, Rich, Greene/-

(Continued on Page 50)

Photo by Mary Hershey

Amana all seasons

Chicago Bears all-purpose player William (The Refrigerator) Perry is proving his versatility off the field, here taking directions during last week's shoot of a national McDonald's commercial. The spot is to break Dec. 2 on ABC's "Monday Night Football" game between Chicago and Miami. McDonald's officials last week were considering running ads in *USA Today* to herald the Fridge's commercial debut. Leo Burnett USA, Chicago, is McDonald's agency. Mr. Perry also will be working this week with W.B. Doner & Co., Southfield, Mich., to film a local spot for the Chicago Pontiac Dealers Assn., after which SSC&B, New York, plans a Coke/Coke Classic spot with him and Bears quarterback Jim McMahon (AA, Nov. 21).

IBM eyes consumers with pc promo wave

By BRIAN MORAN

LAS VEGAS—IBM Corp.'s effort to force computer retailers to buy up huge inventories of slow-moving machines has flopped, and Big Blue is shifting its pre-Christmas sales pitch directly to consumers.

IBM has launched a sweepstakes promotion for its PC AT personal computer, offering consumers $154,000 worth of free hardware, software and peripherals. Armonk, N.Y.-based IBM has mailed more than 1 million brochures to customers for that effort, dubbed the "AT high-performance sweepstakes."

To hype Christmas-season interest in its discontinued PCjr machine, IBM last week slashed prices by 50% on more than eight selected software programs and on PCjr joysticks. That promotion effort includes mailings to hundreds of thousands of PCjr owners.

Computer dealers attending the Comdex trade show here last week viewed the new consumer promotions as part of a broad, concerted effort by IBM to restore some luster to its reputation.

Dealers here said IBM stumbled badly with a fall rebate promotion (AA, Oct. 7) that required dealers to order large numbers of machines to qualify for discounts.

Many dealers said they ignored IBM's rebate plan, which relied on retailers to pass discounts on to consumers. Many computer dealers, hard hit by the industry's sales slump, viewed the plan as self-serving for IBM and refused to commit to stockpiling large volumes of IBM systems.

IBM's inventory-thinning scheme, designed to prop up its fourth-quarter results, then stalled.

Analysts are projecting only a 15%-to-20% increase in IBM pc sales this year, far below the huge growth surge of 40% between 1983 and 1984. Rumors about an early 1986 introduction of a new generation of products apparently have damaged sales of IBM's current line.

"Tying up dealer capital with vast quantities of products. . .doesn't benefit anyone in the long term."

—John Young, president, Hewlett-Packard

The PC AT and PCjr promotions, by offering direct incentives to consumers, are likely to boost store traffic and shore up IBM's reputation with retailers.

Widespread dealer backlash to the original rebate plan also prompted IBM to ease some qualification terms earlier this month. Rob Wilson, an IBM spokesman in Boca Raton, Fla., confirmed the program has been modified "based on dealer feedback" but he declined to provide details.

(Under the original plan, dealers reportedly had to surpass this year's January-to-June sales by at least 70% during the last quarter to qualify for discounts.)

Dealers attending Comdex said the holiday consumer promotions seemed to fit in with another major "appeasement" move by IBM. On the eve of the show's opening Nov. 20, IBM announced it would immediately halt the growth of its dealer network for pcs.

By limiting the number of authorized dealers to the current level of 2,500, IBM is seen as trying to inspire

(Continued on Page 53)

Shops too bullish on '86 ad budget hopes?

By STEWART ALTER

Marketers may be planning smaller advertising budget increases for 1986 than their agencies are expecting.

The differing ad spending forecasts appear in a new report from Oppenheimer & Co., the New York brokerage company. "Our most recent discussions with agency managements reveal an expectation of 8%-to-9% average expenditure growth from existing clients, exclusive of new assignments," wrote Oppenheimer analyst Charles Crane.

"However, a survey of marketing executives at a number of leading advertisers reveals somewhat more modest plans," Mr. Crane said. "A majority of those surveyed expressed a willingness to increase their budgets, but by no more than the secular inflation rate, *i.e.*, 4% to 5%."

The survey was informal, talking to marketing executives at eight of the top consumer-goods companies. "These marketers seem to recognize the need for advertising to support the value of their brand franchises; at the same time, more than one voiced concern that ad-to-sales ratios had risen too far and that it was time to cut back a bit," according to the report.

Fearing "agency expectations may be unrealistically high, setting the stage for another year of disappointing [profit] margins as revenue growth falls short of expense growth," the analyst removed two agency stocks from his recommended list: Interpublic Group of Cos. and JWT Group.

Oppenheimer was not optimistic about the yearend results for 1985 either. "Domestic advertising expenditures decelerated still further in the third quarter, and there now appears to be considerable risk that spending will remain depressed in the current quarter as well," said the report. "Even at this late date, it is unclear whether enough advertisers will make a last-minute holiday rush to salvage fourth-quarter and full-year revenue growth rates. Whereas several weeks ago our sources were reporting an onslaught of fourth-quarter and full-year confirmations, subsequent weeks have brought numerous late cancellations of prior media commitments."#

Cleaning up

New household products bow

By LAURIE FREEMAN

Household cleaning products that are convenient, easy to use and do more than one task are the big winners in today's marketplace, where an increasing number of dual-career households are more likely to buy a videocassette recorder than a new vacuum cleaner.

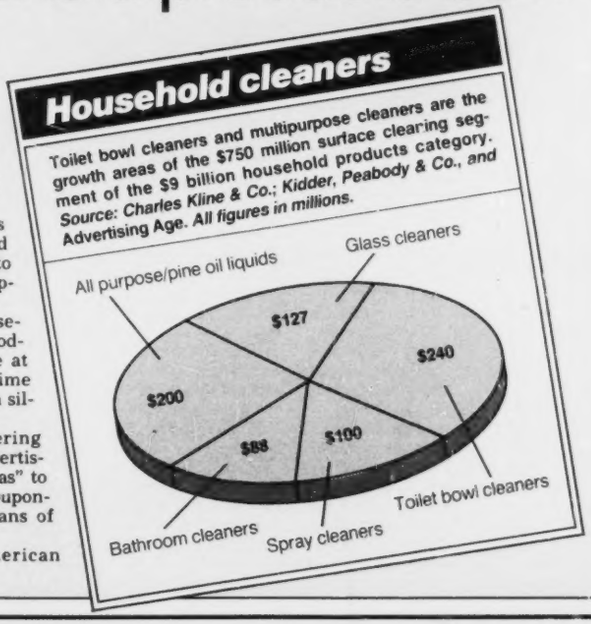
Reaching these households also is challenging marketers in the estimated $9 billion cleaning-products category to come up with different advertising approaches.

Although the higher-income households have the means to buy more products, household members rarely are at home to use them. And nonwork time more often is used for socializing than silver-polishing.

As a result, marketers are tempering their reliance on such traditional advertising vehicles as daytime tv "soap operas" to reach consumers. Direct mail and couponing have become more popular means of reaching both men and women.

In 1984, fewer than 11% of American

(Continued on Page 51)


Household cleaners
Toilet bowl cleaners and multipurpose cleaners are the growth areas of the $750 million surface clearing segment of the $9 billion household products category.
Source: Charles Kline & Co.; Kidder, Peabody & Co., and Advertising Age. All figures in millions.
All purpose/pine oil liquids
Glass cleaners
$127
$240
$200
$88
$100
Toilet bowl cleaners
Bathroom cleaners
Spray cleaners

Blair puts printing, fsi operations on block

By PAUL L. EDWARDS

NEW YORK—John Blair & Co.'s decision last week to negotiate the sale of its printing and Sunday newspaper freestanding insert operations has quieted speculation that the entire company might be acquired and raised the possibility that remaining portions of the business may be taken private.

Officially, the company said it would use the proceeds to reduce the company's debt and related interest costs.

The restructuring program announced by Jack Fritz, president-ceo, calls for the retention of Blair's broadcasting and direct-mail businesses. He said the program is the result of a strategic planning review conducted by the company in consultation with Salomon Brothers. The investment banking company, retained this spring to assist in the review, now will assist in the implementation of

(Continued on Page 51)

World News Roundup

PARIS—The French government, in a surprise announcement, awarded a private tv concession to a foreigner last week. Italian tv magnate Silvio Berlusconi was granted a 40% ownership in a new private satellite tv channel to be launched in February.

BUDAPEST—CBS Worldwide gave 24 hours of U.S. tv programming to Magyar TV, Hungary's state tv network, in return for the right to sell advertising time around the programs.

SYDNEY—Coles Myer, the giant retailer, was the largest advertiser in Australia this year, spending about $100 million, according to an annual

(Continued on Page 30)

Time changes bolster Sutton's position

By STUART J. ELLIOTT

NEW YORK—Time Inc.'s major restructuring of its magazine group involves 18 top executives, but no surprises should emerge when the dust settles.

The reorganization, unveiled last week, had been rumored here for the past month. It is not a shake-up since, as usually happens at Time Inc., the moves involve only in-house staffers and leave intact the basic demographic makeup at the top.

The shifts are significant, however, in bolstering the position of Kelso Sutton, 46, who takes a new post as the group's president-ceo while continuing as a Time Inc. exec vp. Two young publishers who long have been identified as Mr. Sutton's rising stars get key promotions: S. Christopher Meigher III, 39, and Robert Miller, 36.

"As I'm really now spending 30% of my time on corporate things. . .I thought I'd put in some people I thought would be able to devote themselves fulltime to operating big components of the business," Mr. Sutton explained. He has been "thinking long and hard about reorganization," he said, because the group has "a lot going on, a much fuller plate than we've had in a long time." He cited the acquisitions of *Asiaweek* and Southern Progress Corp., as well as the latter's own acquisition of W.R.C. Smith Publishing Co., and the current test "of a big weekly magazine [*Picture Week*], with other magazines we've tested that are in the background."

K. Sutton

S.C. Meigher III

R. Miller

The magazine group is "aggressive, going after a lot of opportunities," said Mr. Sutton, and "needs to be run well by people. . .very close to operations and to the marketplace, really responsive to what is happening with subscribers, with clients, to competition." Messrs. Meigher and Miller fit that description, he said.

As for any speculation Mr. Sutton is setting up a race between two proteges to succeed him eventually, he replied, "I'm a young man. I'll be around here a long time, doing what I'm doing."

Departing the group are two members of its older guard and a relative newcomer. Philip Howlett, 57, senior vp-magazines, and James McCluskey, 56, director-corporate manufacturing and distributing, are taking early retirement. And James Heyworth, 43, who became senior vp-magazines from deputy group vp-video in March, 1984, has "decided to seek new opportunities elsewhere," Mr. Sutton wrote in a memo, after the two "agreed" there was "no position for him in the new structure that is suitable for him."

The new structure brings three M's to Mr. Sutton's side: John Meyers, *Time's* publisher, named chairman-magazine group, a new post, who will serve as what Mr. Sutton called "my senior advisor," and Messrs. Meigher and Miller, publishers of *People* and *Sports Illustrated*, respectively, taking new posts as group publishers. In realigning responsibilities previously altered in 1983 and '84, each group publisher will oversee certain publications, along with functions such as corporate circulation, no longer a separate department; strategy and market research, and the publishing side of magazine development. Other operations remain single units, but will report to one or the other group publisher.

Mr. Meigher's bailiwick is *Fortune, Money, Time* and Southern Progress. His group director-circulation, is Michael Klingensmith, formerly general manager, *Time*. His director-strategic research and development is Ruth Shields, formerly general manager-corporate circulation. Mr. Meigher also supervises human resources; named director is Susan Geisenheimer, formerly director-staff resources.

Mr. Miller's bailiwick is *Discover, Life, People* and *Sports Illustrated*. His group director-circulation, is Eric Thorkilsen, formerly associate director-corporate circulation. His director-strategic research and development is Bruce Hallett, formerly his assistant at *SI*, with the title assistant to the publisher.

Mr. Miller also supervises corporate manufacturing and distribution; named director, to succeed Mr. McCluskey, is Richard Angle Jr., formerly director-corporate circulation.

As for magazine development, both Messrs. Meigher and Miller are to work with Marshall Loeb, editor-magazine development. Bruce Barnet, publisher-magazine development, continues to report to Mr. Sutton, as does *Picture Week* magazine *(see story, Page 49)*. Rounding out the group's restructured executive ranks is John Howard, formerly its financial director, who is named chief financial officer.

A rundown on the changes farther down the ranks as a result of the need to replace those moving up (no execs at *Fortune, Life* or *Money* are involved):

People: Succeeding Mr. Meigher as publisher is Donald Elliman Jr., formerly publishing director, *Time International*.

Sports Illustrated: Succeeding Mr. Miller as publisher is Donald Barr, associate publisher-advertising sales director, who was passed over in June, 1983, when Mr. Miller was named *SI's* publisher to succeed Mr. Howlett. Succeeding Mr. Barr, as ad sales director, is Thomas Hickey Jr., formerly ad sales manager.

Time: Succeeding Mr. Meyers as publisher is Richard Thomas, formerly associate publisher-worldwide advertising director. Succeeding Mr. Thomas is John Crowley Jr. formerly U.S. ad sales director, apparently unscathed by his much-publicized wooing earlier this year by rival *U.S. News & World Report*. And succeeding Mr. Klingensmith as general manager is Barbara Mrkonic, formerly associate publisher-general manager, *Discover*.#

Del Monte pays over dolls

WASHINGTON—For Del Monte Corp., selling fruits and vegetables has turned out to be easier than selling dolls.

Without admitting guilt, the San Francisco-based subsidiary of R.J. Reynolds Industries has agreed to pay $100,000 to settle a Federal Trade Commission complaint that it failed to comply with federal mail-order regulations during its 1982 and '83 coupon promotion for Country Yumkin dolls.

The complaint said Del Monte failed to inform customers within the required time that it could not provide the dolls on time; didn't offer customers the option of agreeing to the delayed deliveries or getting a refund, and didn't provide a postage-paid card that could be used for exercising that option.

The consent also prohibits the package-foods company from future violations of the commission's mail-order rules.#

WHO MIXED UP BACARDI?

The same techniques that helped develop Bacardi's new Frozen Tropical Fruit Mixers, put Baking Soda in more than thirty million refrigerators, developed new Alka Mints for Alka Seltzer and new Light & Natural Wesson Oil...can work for you.

They could be just what you've been looking for to restage that fading star or create a successful new product's plan. Gerald Schoenfeld, Inc., consultants to America's major marketers, now offers the "Product Success Program."

- Whether it's developing new products from scratch or treating old products like new;
- Whether your resource is your name, your R&D, your distribution, your marketing insights, your established brand, your interest in a new category, or some combination of these;
- Whether you want us to work with your agency or without, here or abroad;

...the "Product Success Program" offers unique and proven techniques.

To find out more about the "Product Success Program," call or write Sonia Kallen (914) 631-8800.

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ADWATCH

American's 'special' ads score

By JULIE FRANZ

This has been a tough year for the airline industry, but American Airlines is proving that it's still possible to capture jaded travelers' attention with fresh, aggressive advertising.

In October, American broke a new series of tv spots, via Bozell & Jacobs/Southwest, aimed at achievers and status-conscious business executives, themed "When you're something special, people know it" (AA, Oct. 28).

Those commercials appear to be something special. Last month, American's ads came to mind first to 15.4% of consumers when asked to name the first airline advertising to come to mind of any seen, heard or read in the past month. That's a gain of six percentage points from American's 9.4% awareness posted in September.

The carrier, whose ads haven't captured a first-place finish in ADVERTISING AGE's monthly adWatch survey since April, spent the past several months trailing airlines whose awareness levels often were boosted by unfortunate, nonadvertising events: United Airlines (pilot strike), Trans World Airlines (hijacking) and Delta Airlines (Dallas crash).

Awareness of American's ads reached its low point this year in June with a 7.7% share of first mentions.

American's new campaign keeps its umbrella "Something special in the air" tag line but dumped scenes of comely employes happily doling out champagne and coffee while various cloud formations slowly drift past the airplane windows. Also gone are tourist brochure-like cuts of fun-in-the-sun destinations.

Instead, the new American ads show everything going right for the business travelers. In one spot, a weary executive returning late from a business trip is confronted with the good news and the bad news. For the good news, the client he had visited had phoned in an order. The bad news? The boss is sending Mr. Executive on another trip. But, surprise, the trip is for two—to Hawaii.

Last month's awareness scores for the rest of the category look like someone shuffled the deck. American usurped United's No. 1 rank, which it had held since May. United's ad awareness slipped into the No. 2 spot (13.3% of first mentions, down 3.1 points) while Eastern gained 1.6 points to an 8.8% share and the No. 3 position, up from No. 5 in September.

TWA fell to No. 4 (8.7%), down from second position last month with 10.5% recall.

It's no surprise that TWA's awareness took such a drop. The company's recall score was given a significant boost when one of its planes was hijacked in the Middle East and then later by its highly publicized takeover by financier Carl Icahn.

TWA's ad awareness may not recover quickly, given the new owner's decision to slash the $70 million ad budget (AA, Nov. 11).

AdWatch is a joint project of ADVERTISING AGE and SRI Research Center, Lincoln, Neb.

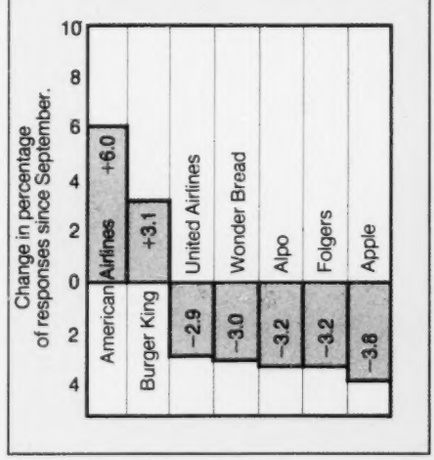
Ad awareness is measured by asking a nationally projectable sample of consumers to name ads in a variety of product categories that first come to mind from all seen, heard or read in the previous 30 days.

In October, 1,000 adults were

(Continued on Page 42)

October winners & losers

Question: Of all the advertising for (product category) you have seen, heard or read in the past 30 days, which ad first comes to mind? Note: A change of plus or minus 2.8 percentage points is statistically significant. *Source: SRI Research Center Inc., Lincoln, Neb.*



Harper knows how to work his territory

BOOK REVIEW

NEW YORK—Continuing the advertising-industry practice of packaging new-business presentations between book covers, Needham Harper Worldwide is out with "Working the Territory" by Paul Harper.

The lavishly illustrated book can easily take its place on coffee tables alongside other biogs-cum-pitches by Ted Bates' Rosser Reeves ("Reality in Advertising"), Ogilvy & Mather's David Ogilvy ("Confessions of an Advertising Man" and "Ogilvy on Advertising"), Foote, Cone & Belding's John O'Toole ("The Trouble With Advertising") and Jerry Della Femina ("From Those Wonderful Folks. . ."). Take its place; that is, if one can get one's hands on it. Published by Prentice-Hall, the book is not for sale; it's edifying contents are for Needham employes, media and clients past, present and, they hope, future.

Since Mr. Harper has always stood for truth in advertising, it should be noted that his book qualifies for the "truth in advertising" seal. It is subtitled: "60 Years of Advertising from the People of Needham Harper Worldwide."

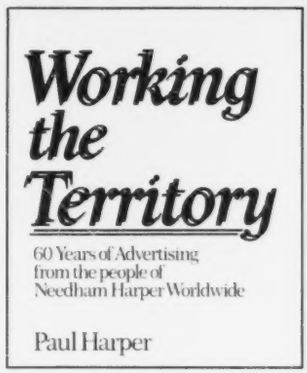
And that's exactly what it is.

With his level-headed, detailed commentary, Mr. Harper provides informed and informative examples of how clients and the agency apply their skills to the task of dealing with an ever-changing marketplace. How well it deals with "the turbulence of the marketplace," he states, is the "real hallmark of an ad agency."

In dealing with examples of that turbulence, he has created a testament to some of the finest advertising around.

He takes the reader through campaigns, explains why and how they came together and reports on the results. But don't look for any surprises, or much about Paul Harper's career, life or life style. Rather than talk about himself, this agency leader of unsurpassed civility, high standards and principle chooses to focus on "working the territory."

To explain what he means by the book's title, Mr. Harper recalls his first job, when his boss called him in, showed him where his overblown, romantic copy for Swift & Co.'s animal feeds was missing its target, and said, "The only answer for you, Harper, is to get out and work the territory. Get out where the feed is fed. Ask questions and listen hard." Mr. Harper visited a farm and was told by the farmer, "All I want to know from you folks is how I'm going to get those steers ready for market a week sooner." The young copywriter learned an important lesson: He would have to discover the needs and attitudes related to each assignment handed him.



He goes on to pinpoint techniques used in achieving six basic goals: Establish a product personality, position the product clearly, feature the most compelling benefit, break the pattern by finding a distinctive look and sound, generate trust and appeal to both heart and head.

Among the examples are State Farm, Honda, Xerox, Crayola, ITT, RCA and McDonald's. He delves into radio's heyday with Fibber McGee & Molly and their sponsor, Johnson's Wax, and Jack Benny for State Farm. In discussing McDonald's, he notes that the agency had to break through a powerful negative perception: Eating fast-food was a last resort. He tells how the agency stressed family values, a refuge from "daily pressures," managed to personalize the message ("You. . .you're the one") and saw McDonald's sales grow from $550 million to more than $6 billion in its 11 years with the account.

Now, that's "working the territory."

Mr. Harper began his career in 1946 as a junior copywriter and retired last year as Needham chairman-ceo. A former chairman of the American Assn. of Advertising Agencies, he now serves Needham Harper Worldwide as chairman emeritus.

He sees advertising as neither an art nor a science, but "a blending of persuasive effects, some new, some old, that together build a vivid and appealing product personality."

He salutes his successor, Keith Reinhard, and earlier Needham leaders such as Bill Steers, Blair Vedder and Jim Isham, and goes on to sum up the essence of the ad agency about as well as any one of his fellow executives-turned-authors. Agencies, he concludes, are "really nothing more than a confederation of people who agree to work together to make the most of their talents." They are held together only by an "unwritten bond made up of common standards, mutual respect and good will."

When "the right people" join in this spirit, he says, "you get motion, you get fire and you get great advertising."

Like any effective new-business pitch, the book adds style, flair and high standards to the learning process.#—*Fred Danzig*

Hewlett-Packard plays 'what if' with pcs

By CLEVELAND HORTON

PALO ALTO, CAL.—Hewlett-Packard Co., which failed to gain the desired recognition and sales in its first efforts to crack the personal computer market, is trying again. This time around it's using a new strategy and a new agency as its wedge.

The $6 billion company, best known in the scientific and engineering fields, waited one year to put its new strategy to work in the national campaign that broke Nov. 24 (AA, Nov. 18).

In a departure from previous national ad efforts, the campaign intentionally avoids any hard-sell for specific products, focusing instead on the problem-solving prowess of the company and its employes.

The new campaign, estimated at more than $10 million, marks the first comprehensive H-P campaign from Leo Burnett USA, Chicago.

"We're selling solutions, not computers," said J.C. Dennis, marketing communications manager for H-P's Information Systems & Network division. IS&N is funding the new campaign.

H-P hopes the effort will enhance its image as a corporation, in addition to spurring sales of its computer systems.

The tv commercials present H-P as a company dedicated to customer service. The initial four tv spots describe H-P employes as people who never stop asking "What if" questions to help solve a customer's problem. There is no mention of individual components of H-P's Personal Productivity Center, a minicomputer-based system using pcs.

Print ads will echo the tone of the tv spots with the "What if" theme, but they will include more product information.

The first tv spots broke during National Football League telecasts. The print campaign will follow in major national business and general interest publications.

H-P revised its strategy because of the growing sophistication of the general marketplace, Mr. Dennis explained. "Customers are asking for much more than a stand-alone pc," he said.

The company now considers its pcs to be components of larger systems, though it won't refuse to sell them individually.

The new campaign marks a 14-month effort by Burnett, which won the H-P account one year ago from J. Walter Thompson USA, San Francisco (AA, Sept. 25, '84). In the interim, Burnett produced two product-specific print campaigns.

After a corporate restructuring late last year, H-P decided to address its lack of name awareness in the general business community, said Angelo Pagano, IS&N director of advertising. Before that, H-P successfully marketed it products to the scientific and engineering communities using specialized media, such as trade publications.

The general business community is a much more complex and unpredictable market to reach, Mr. Pagano said. But the size of the business market for computers and computer systems makes that market an attractive one for any computer marketer. That prompted H-P to increase ad spending for IS&N.

Although H-P has been unable to capture more than about 2% of the $17.8 billion pc market, it claims to have the largest base of minicomputers used in business today.

At Burnett, Bob Welke acted as creative director; Mike Malatak, art director; Dan Heagy, copywriter, and Michael Birch, producer.#

Lewis shop adds creative chief, changes name

OAKLAND, CAL.—ComputerLand Corp.'s new agency, founded by the giant computer retailer's former senior vp-marketing, Roger Lewis, last week added a creative director and a new name to its corporate moniker.

Robert Browand, formerly creative director at the Phillips Organisation, San Diego, will join the new Oakland-based agency, now called Lewis, Browand & Associates. At Phillips, associate creative director Carol Golden succeeds Mr. Browand.

The new shop plans to present itself as an old-fashion agency. "We'll be more like agencies in the '50s and '60s, when marketing plans were written by the agency," said Mr. Lewis, whose title is president. The agency doesn't yet have any other clients, but hopes to shortly.

ComputerLand's former agency, Foote, Cone & Belding, San Francisco, resigned the account (AA, Nov. 4).

In a similar move, ComputerLand's general counsel, Ronald Helm, is leaving the franchisor to start his own practice, taking on ComputerLand as his first client.

ComputerLand will suspend national advertising at the end of this year (AA, Oct. 14).

The chain still has around $4 million in advertising funds, committed to pay for collateral materials.

The Lewis agency's one-year contract with ComputerLand is based on a fee, rather than a commission on billings.

Mr. Lewis began his marketing career in 1968 with J. Walter Thompson in New York, before moving to General Foods for eight years. He then shifted to JWT, San Francisco, as deputy general manager in charge of new business for four years. After a short stint as a new-product consultant, he joined ComputerLand 2½ years ago.#—*C.H.*

adWatch

(Continued from Page 4)

questioned by telephone. Under adWatch methodology, an increase or decrease of 2.8 percentage points is considered statistically significant and attributable to more than sample variation.

Seven-Up Co.'s 7UP returned to its customary third-place spot in the soft-drink category last month with 2.9% of first mentions. That bumped Coca-Cola Co.'s Cherry Coke down to the No. 4 position after making an impressive third-place debut in September.

Cherry Coke's ad awareness score dropped 1.5 points to 1.2% from 2.7% in September.

Coca-Cola remained in the category's top spot but lost 1.4 points to 41.7% of first mentions. Pepsi gained 0.1 point to 27.7% awareness and Pepsi-Cola Co.'s Slice reentered the top five in fifth with 1.1% awareness.

Consumers asked to recall the first advertising they'd seen, heard or read in the last month, regardless of product category, named Coca-Cola 4.7% of the time, down 2.9 points from 7.6% in September. But that score was still good enough to keep Coke in the No. 1 spot in over-all ad awareness.

The top 10 in over-all, unaided awareness (without asking for a specific product category) in October were, in descending order: Coca-Cola, Miller/Miller Lite (Miller Brewing Co.), Pepsi, Budweiser/Bud Light (Anheuser-Busch), Ford, McDonald's, Chevrolet (General Motors), Wendy's, Burger King and General Motors.

Among other significant changes in the October survey results:

- Burger King added 3.1 percentage points to its October score, getting 14.5% of first mentions in the **fast-food category**, passing Wendy's into the No. 2 spot.

  Wendy's "Choose fresh. Choose Wendy's" ads, via Dancer Fitzgerald Sample, garnered an 11.7% share of top-of-mind recall in October, down from 12.6% in September. McDonald's, behind the strength of the McD.L.T. lettuce-and-tomato hamburger, remained firmly entrenched at the top with 43.3% of first mentions, down slightly from the September survey results. Burger King's latest surge marks a turning point from August and September, when it languished in third place behind Wendy's and McDonald's. BK hit its 1985 high in July with 19% of first mentions.

  Last month, BK management announced its dissatisfaction with marginal sales gains from recent ad campaigns, citing inconsistency in the ad message during the past six months as part of the problem (AA, Oct. 7). J. Walter Thompson USA handles BK.
- Procter & Gamble's Folgers and General Foods' Maxwell House continued their game of hopscotch in the **coffee category** in October. This time, Maxwell House came out on top with 25.5% of first mentions, up 1.5 points from 24% in September. Folgers, which has held the top awareness spot for seven of the past ten months, dropped 3.2 points to 20.8%. General Foods' Sanka was No. 3 with 4.6%.
- Apple Computer again is losing ad-awareness ground in the **computer category**, slipping 3.8 points to 25.1% in October. That's below Apple's previous 1985 low point of 25.7% in August. Once again in the No. 2 spot is IBM, with a 16% share, up a scant 0.1 point from September's 15.9%. Commodore remained No. 3 with 5.4%, down 0.9 points from 6.3% in September.#

For more information, contact: Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

Cleaners

(Continued from Page 3)

women could be classified as stereotypical housewives—married women, not in the labor force, with children under 18, according to Ithaca, N.Y.-based *American Demographics*.

Additionally, only 21 million American women (one in five) were fulltime homemakers in 1984, down from 27 million in 1970. The elderly now make up the largest segment of homemakers. By 1995, according to *American Demographics*, only 14% of women aged 45 or younger will be fulltime homemakers; 60% will be aged 55 or older.

"The home itself is in a period of becoming more important," said *Better Homes & Gardens* managing editor Kate Greer, "primarily because once people get home, they like to stay there; it gives them a sense of their own space and they're more interested in decorating and remodeling their space."

However, that renewed interest in hearth and home does not extend to cleaning up their space. "People for the first time are establishing priorities for housecleaning. As long as it's neat, they can live with the dust," Ms. Greer said.

When the dust and grime build beyond the tolerance level, consumers are reaching for heavy-duty, multipurpose cleaners rather than the old, reliable ammonia cleaner.

The switch is being felt in supermarkets, where sales of cleaning supplies for heavy housework, such as floor waxes that require hand scrubbing, have declined steadily. Sales of multipurpose cleaners that are mopped directly onto floors have increased. The biggest sellers now are convenience products, such as automatic toilet bowl cleaners, air fresheners and multipurpose liquid cleaners, according to a Green Bay, Wis.-based household-cleansers buyer.

For example, manufacturers' sales of automatic toilet bowl cleaners totaled $57 million in 1979 (all segments are stated in manufacturers' dollars). Last year, sales reached $112 million, up by an average annual rate of 14.8%. Consultants Charles Kline & Co., Fairfield, N.J., project sales to hit $162 million by 1989, a $100 million increase in a decade.

The leader among automatic toilet bowl cleaners is Drackett Co.'s Vanish Bowl Brite. The Cincinnati-based division of Bristol-Myers is No. 1 in the estimated $240 million segment, with a 30% share. Laurence, Charles & Free, New York, handles the estimated $4 million Vanish budget.

R.T. French Co., Rochester, N.Y., a subsidiary of London-based Reckitt & Colman, markets Bully, Bully Plus Blue and Bully Power automatic bowl cleaners, and Swish, a thick liquid toilet bowl cleaner. Bully, in total, has a 7% market share, and Swish has 5%. J. Walter Thompson USA, New York, handles Bully's estimated $4.6 million account.

William Esty Co. is the agency for Sani-Flush, marketed by New York-based American Home Products' Boyle-Midway division. Sani-Flush has a 10% share.

This year has been "extremely competitive," in part due to the large number of new-product entries, a Drackett spokesman said. "Consumers are getting away from using abrasive cleaners and brushes, seeking ways to substitute newer cleaners that cut cleaning time in half, and companies are coming up with those products."

Kline & Co. analyst Betsy Donovan said vinyl protectants, air fresheners, bathroom cleaners, carpet deodorizers and laundry detergents are among the fastest-growing product segments.

"All-purpose liquid cleaners also are picking up. Floor polishes and waxes are continuing to decline and all-purpose cleaners are replacing them," Ms. Donovan said.

"Quick" and "easy" appear to be the buzzwords among the new dual-purpose cleaners, and sprays are the most popular delivery system.

Dow Chemical Co., Indianapolis, which in January added the Texize division of Morton-Thiokol to its household-cleaners lineup, has introduced a bathroom cleaner version of its Fantastik multipurpose cleaner.

Also introduced this year was Texize's Pine Magic multipurpose cleaner, billed as the "power of a pine cleaner in a spray" in advertising created by Henderson Advertising, Greenville, S.C.

Economics Laboratories, New York, extended its successful Scrub Free heavy-duty bathroom cleaner brand to a kitchen cleaner and a toilet-bowl cleaner. Warwick Advertising, New York, handles.

Oakland, Cal.-based Clorox also jumped into the estimated $84 million spray cleaner segment with Tackle.

The product is positioned as the first disinfectant cleaner to contain bleach. Tv and magazine ads are from Foote, Cone & Belding, San Francisco.

However, Tackle does not contain pine oil, "still a marketing strong point," said Ms. Donovan.

Two of the market leaders in the $160 million pine-oil disinfectant category are Wayne, N.J.-based American Cyanamid's Pine-Sol and Lysol from Sterling Drug's Montvale, N.J.-based Lehn & Fink division. SSC&B, New York, is the Lysol agency.

Lehn & Fink expanded its Lysol franchise with Lysol Cling thick liquid toilet bowl cleaner, while American Cyanamid has concentrated on testing a Pine-Sol spray cleaner with ad support from Ted Bates Advertising/New York.

Jay Luttrell, homecare marketing research manager at S.C. Johnson & Son, Racine, Wis., points out that advertisers are going after a more "heterogeneous market" than in the past, when women were the primary target.

Advertisers have acknowledged that men are doing more of the weekly grocery shopping, and are trying different media schedules and using more direct mail to help influence their buying decisions, he said.#

Chicago editorial assistant Sara Stern also contributed to this article.

Pine oil market shares

Pine oil cleaner sales were spurred by the introduction this year of new spray bottle delivery systems. Although pine scents made a comeback this year, Procter & Gamble's lemon-scented Mr. Clean all-purpose cleaner remained the segment leader. *Source: Advertising Age.*

Brand	Share	Manufacturer
Mr. Clean	21%	Procter & Gamble
Lysol	20%	Sterling Drug
Spic 'n Span Pine	20%	Procter & Gamble
Pine-Sol	14%	American Cyanamid
Top Job	13%	Procter & Gamble
Pine Power	6%	Dow Chemical
Tackle	5%	Clorox Co.

Blair

(Continued from Page 3)

the divestitures, Mr. Fritz said.

Just how much Blair will realize from the sale of its printing and fsi operations is unclear. The three printing companies—American Printers & Lithographers and Alden Press in Chicago and Meehan-Tooker in East Rutherford, N.J.—had combined 1984 revenue of $272 million, $86 million of which was generated from printing the fsi, which has been operating at a loss.

Blair said it is negotiating with the respective management groups of these operations. Included are Robert Lifton, chairman of American, the sheet-fed operation; Jerome Spier, president of Alden and Meehan, the web presses, and Edward Fuhrman, chairman of John Blair Marketing, which publishes the fsi.

A company spokesman said outside offers will be entertained as well. For months, rumors have floated in the investment community that John Blair as a whole might be ripe for a takeover. The spokesman said he knew of no such offers, nor of any outside offers for the printing or fsi operations.

There is some speculation, however, that an outside offer for the fsi might come from Robert Hemm, former president of John Blair Marketing, who resigned a year ago in the first of several management shakeups. Jack Valentine, who sold Advo to Blair last year and who briefly succeeded Mr. Hemm, also is being mentioned as a possible buyer. Neither was available for comment.

Although Blair said it would retain Advo in the restructuring, there also was speculation Messrs. Hemm and/or Valentine might be interested in purchasing it. Blair decided to hold on to Advo, some observers say, only because it did not think it could recover its investment through a sale.

Completing the speculative circle, observers said last week that if Blair could sell off the printing, fsi and even Advo, Mr. Fritz would then be in a position to take the remaining broadcast operations private, thus preventing a possible takeover.

The restructuring announcement comes just 20 months after Blair acquired Hartford-based Advo-System, a direct-mail processing company, for $37 million, including acquisition costs. As of the end of last year, Blair had put another $72.5 million into Advo for expansion and capital, bringing its total investment in the company to about $110 million.

The purchase and cash requirements of Advo were largely responsible for boosting Blair's total outstanding debt at the end of last year to $302.9 million from $140.6 million the year before.#

Schlitz gets ad gusto

DETROIT—Stroh Brewery Co. will try to pump new gusto into its Schlitz brand beer next year with an expanded ad effort and a new agency, Vic Olesen & Partners, Los Angeles.

Olesen will develop a campaign with an as-yet-undetermined celebrity for use primarily in spot tv markets, said Tom Noble, Schlitz brand manager.

Creative will be developed by Olesen on a fee basis, and Stroh will buy media in-house, primarily on a co-op basis with distributors, Mr. Noble said.

Total ad spending is expected to be about $5 million in 1986. The new campaign probably will begin in the spring.

Schlitz sales have declined since a high of 13 million bbls. in 1978. Sales this year are expected to be 1.5 million bbls., a figure that Schlitz brand manager Tom Noble wants to stabilize in 1986.

Stroh took over Schlitz when it acquired the Jos. Schlitz Brewing Co. in 1982, but has made little marketing effort for the brand. While MCA Advertising, New York, has been agency of record, the only new ad effort in the last year was a Southwest regional one created by Point Communications, Dallas.

The Point Communications campaign used actor Larry Hagman as pitchman. Mr. Noble said Olesen's celebrity campaign will not use Mr. Hagman.#

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